

Chairman  
FCC - Federal Communications Commission  
Washington, DC

October 6, 2005

Via: Email

Dear Chairman:

Per your request for more information on my Formal Complaint about TV Monopolies, I elaborate. I have a Patent Pending on a very unique innovation for Television; Ticker-TV. Basically the innovation consists of streaming Ticker tape advertising instead of TV commercials. The Advantages of the system is that we will eliminate the **annoying** television commercials and provide ten more minutes of content or program material per half hour.

The problem is that the public is very receptive to the Ticker-TV innovation, they want it and the Media Conglomerates and TV Networks are resisting and they are even terrified and threatening.

Media Conglomerates resisting are The Washington Post, The Hearst Corporation, The Tribune, Gannett; and all of the Media Networks, NBC, CBS, FOX, ABC, Warner Bros., UPN, each controls hundreds of TV Stations.

I even received a telephone call from a New York Park Avenue Advertising Agency saying, "I wish you would stop." A TV Network Executive said, "Someone should offer you \$20 Million to stop."

I found that there is even a TV **monopoly with Public Television**; PBS. PBS consists of over 360 local PBS Stations. They have advertising called "spots", at the beginning and end of the program. PBS controls the spot advertising of local TV PBS Stations and refuses to consider an advertising alternative, such as Ticker-TV, even though it would increase their revenues.

**The Television Industry is 60 years old, they need to change !**

The following explains the Ticker-TV innovation.

**The Ticker-TV Advertising System Innovation.**

For-profit Television Stations advertising is in the form of Commercials, thirty second or minute Commercials.

With the Patent Pending **Ticker-TV** advertising system we will have continuous ticker tape type advertising at the top or bottom of the Television screen, **entirely without** thirty second or minute commercials. **We envision more advertising revenues being generated due to advertising for an entire thirty minutes of a thirty-minute program.** In addition the TV viewer will view **ten** more minutes of content or program material per half hour.

An additional feature is that the skip-over advertising TiVo product will **not** work with Ticker-TV.

#### **Revenue Projections.**

**A Network TV Primetime Commercial is \$115,00 (Source, Advertising Age).**

A half hour program has a maximum of 60 **Ticker-TV** commercials.

60 X \$1,000/per commercial = \$60,000 per half hour

\$60,000 X 48 half hours per day = \$2,880,000 per day

\$2,880,000 X 365 days per year = \$1,051,200,000 per station

These are maximum amounts, using a low \$1,000 commercial.

**For a Network the amount is incremented per Station.**

Each Commercial Television Station would have a **choice**;

- 1) Only Ticker-TV advertising (no commercials) or;
- 2) Ticker-TV advertising and Commercials (30 second & 1 minute)

Having a choice will cause the least resistance and it will be easier to penetrate the market.

#### **TV Stations - US**

Independent TV Stations	87
PBS (non-profit) TV Stations	348
Network TV Stations	1,295
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Total TV Stations	1,730
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**The Ticker-TV Patent also applies to Television, Internet Service Providers (ISPs), PDAs, Blackberry, Video iPods, Apple iTV, Web Sites, Video Cell Phones, GPS Auto Navigation, ATMs and especially Video on Demand. The Patent applies to ANY device with a screen.**

#### **Sample Advertising:**

**....Ford SUVs 20% off; Home Depot Black & Decker Saw \$89.; Safeway Tide 64oz \$6.99; Macy's shoes 25% off; Circuit City iPods \$89.....**

I would appreciate the FCC exploring breaking up the TV Media conglomerate monopolies, the TV Network monopolies and curtailing their growth.

Sincerely,  
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